GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:7541
ANSWERED ON:16.05.2002
NEW ADVERTISEMENT POLICY
PAWAN KUMAR BANSAL;T.M. SELVAGANAPATHI

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government have formulated a ` New Advertisement Policy`;

(b) if so, the details thereof; and

(c) the number of newspapers which criticised the Government`s policies and have been removed from the panel of Directorate of Advertising and Visual Publicity (DAVP)?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

(a),(b) & (c) : Yes, Sir. The new Advertisement Policy of the Government ofIndia and Guidelines for Empanelmentof Newspapers with Directorate of Advertising & Visual Publicity (DAVP) came into force with effectfrom 1st May, 2002. Its salient features are given in the Annexure. No newspaper has been removed from the panel of DAVP on account of its criticism of Government`s policies.